

City of Falls Church Schedule of Events

Easter Egg Hunt
Cherry Hill Park, Saturday prior to Easter, 10am

City Art Show & Sale
Falls Church Community Center, fourth Friday and Saturday in April
Friday 5-7pm, Saturday 12-4pm

Farmers' Market
City Hall Parking Lot, Saturdays year round
Summer/Spring 8am-12noon, Winter 9am-12noon

Civil War Reenactment
Cherry Hill Park, third Saturday in May, 10am-3pm

Memorial Day Parade & Festival
City Hall Grounds, Memorial Day, 9am-5pm

Concerts in the Park
Cherry Hill Park, select Thursdays June-August, 7pm

Independence Day Celebration
George Mason High School, July 4th, 7pm

Sunset Cinema
Cherry Hill Park, select Fridays in August, 8:30pm

Fall Festival & Taste of Falls Church
Cherry Hill Park, select Saturday in September, 10am-4pm

Farm Day
Cherry Hill Park, second Saturday in October, 10am-3pm

Halloween Carnival
Falls Church Community Center, Saturday prior to Halloween
6-8:30pm

Veterans Day Ceremony
Falls Church Veterans Memorial, November 11, 11am

Holiday Gift & Craft Show
Falls Church Community Center, first weekend in December
Saturday 9am-4pm, Sunday 11am-4pm

Interested in becoming a sponsor?
Please contact Amy Maltese at 703.248.5199
or amaltese@fallschurchva.gov

Photos courtesy of Gary Mester



CITY OF FALLS CHURCH

Recreation and Parks

Sponsorship Opportunities



Partner with the City of Falls Church

Located only six miles from the Nation's Capital and inside the Capital Beltway, the City of Falls Church is a wonderful place to live, work and visit, offering diversity in housing, amenities and services. Its historic charm reflects the stewardship of residents and their local government. Visitors and residents alike can find everything they need while experiencing the fabric of life in a friendly, close knit-community.

Falls Church became a township in 1875 and then an independent city in 1948. The City is easily accessible by both East Falls Church and West Falls Church Metro stations, several bus routes and Interstate 66. Falls Church City takes pride in its long standing tradition of community wide events. Residents and visitors alike turn out for our family friendly events and celebrations. Our special events range from, the Taste of Falls Church where you can sample the eclectic offerings of our unique restaurants to the Memorial Day Parade that highlights the ethnically diverse area we live in. Live music, fireworks, children's activities, amusement rides, food and craft vendors are just a few of the offerings at these annual events.



We invite you to become a partner with the City of Falls Church in offering one or several of these special events. Gain exposure for your business in front of a large, varied audience and show your community support in the area where you do business. We look forward to partnering with you!

The sponsorship packages outlined are basic and can be customized to meet your company's marketing/outreach goals. Please call Amy Maltese at **703.248.5199** or e-mail amaltese@fallschurchva.gov to discuss sponsorship opportunities in further detail.

Easter Egg Hunt



Children descend onto historic Cherry Hill Park to hunt for candy, prize eggs and take pictures with the Easter Bunny. The Easter Egg Hunt is a popular springtime tradition in the City for approximately 2,000 children and their parents.

Presenting Sponsor - \$2,500

- Exclusive presenting festival rights.
Example - Name Incorporated Into Event Name: City of Falls Church Annual Easter Egg Hunt Presented by _____ (Company Name)
- Corporate size (10' x 10') tented area with tables and chairs for company promotional items and information
- Company Banner displayed on Cherry Hill Barn above stage with the Easter Bunny and on the Cherry Hill Park Pavilion.
- Logo on City website where event is advertised
- Logo Recognition on promotional flyers
- Name Recognition during announcements on-site
- Company name included in media coverage and City press releases

Memorial Day Parade and Festival

An average of 10-15,000 people join the City of Falls Church in celebrating Memorial Day each year. Featuring a lively parade, over 100 crafters, civic and business booths, amusement and pony rides, this event offers a day packed full of family fun. The event has been a Falls Church tradition for over 25 years and takes place on City Hall Grounds.



Presenting Sponsor - \$10,000

- Exclusive presenting festival rights. Example - Name Incorporated Into Event Name: City of Falls Church Memorial Day Parade and Festival Presented by _____ (Company Name)
- Corporate size (20' x 10') tented area with tables and chairs in a prominent location
- Company Banner displayed on main entertainment stage
- Logo on City website where event is advertised
- Representation/participation in parade (if desired)
- Logo Recognition on:
 - Event Banner
 - Promotional Flyers
 - Falls Church News-Press Advertisement
 - Event T-Shirts
- Name Recognition during announcements on-site and following the event
- Company name included in media coverage and City press releases
- Introduction and recognition by Parade Emcee on stage and opportunity to address attendees from stage
- Five Complimentary Commemorative T-shirts

Sponsor - \$5,000

- Official Designation as a Sponsor of the City of Falls Church Memorial Day Parade and Festival
- Corporate size (10' x 10') Tented Area with Tables and Chairs in a prominent location
- Representation/participation in parade (if desired)
- Logo Recognition on:
 - Event Banners
 - Promotional Flyers
 - Falls Church News-Press Advertisement
 - Event T-Shirts
- Company name listed as a Sponsor on City website where event is advertised
- Name Recognition during announcements on-site and following the event
- Five Complimentary Commemorative T-shirts

Supporter - \$1,000

- Official Designation as a Supporter of the City of Falls Memorial Day Parade and Festival
- Corporate size (10' x 10') area with tables and chairs in a prominent location
- Company name listed as a Supporter on City website where event is advertised
- Representation/participation in parade (if desired)
- Recognition on two of the following items:
 - Event Banners
 - Promotional Flyers
 - Falls Church News-Press Advertisement
 - Event T-Shirts
- Two Complimentary Commemorative T-shirts

Marching Band Sponsor - \$1,000-\$2,000

- Company banner carried in front of a marching band in the Parade
- Recognition by Parade Emcee on main stage during the Parade and trophy presentation
- Company name included with marching band in printed parade line up



Independence Day

The City of Falls Church celebrates Independence Day with live music, fireworks, food and ice cream at the George Mason High School football field. The annual celebration kicks off with music and food for the whole family and concludes with a 25 minute fireworks show. Approximately 10,000 spectators enjoy the fireworks spectacular.

Presenting Sponsor - \$10,000

- Exclusive presenting event rights. Example - Name Incorporated Into Event Name: City of Falls Church July 4th Celebration and Fireworks Presented by _____ (Company Name)
- Corporate size (20' x 10') tented area with tables and chairs in a prominent location
- Company Banner displayed on entertainment stage and at spectator entrance
- Logo on City website where event is advertised
- Logo Recognition on Promotional Flyers
- Introduction and recognition on stage with opportunity to address attendees from stage
- Name Recognition during announcements on-site
- Company name included in media coverage and City press releases

Entertainment Sponsor - \$1,000-\$6,000

- Official and exclusive designation as the City of Falls Church 4th of July Celebration entertainment sponsor
- Corporate size (10' x 10') tented area with tables and chairs in a prominent location
- Company Banner displayed on entertainment stage
- Logo on City website where event is advertised
- Logo Recognition on promotional flyers
- Name Recognition during announcements during the event
- Company name included in media coverage and City press releases



Sunset Cinema

This Falls Church tradition invites attendees to join us for a series of movies shown under the stars in historic Cherry Hill Park. Family friendly favorites and new releases are shown on a 24 foot tall by 24 foot wide outdoor movie screen with candy, popcorn and cold drinks available for the crowd.



Presenting Sponsor - \$1,500

- Exclusive presenting event rights. Example - Name Incorporated Into Event Name: City of Falls Church Sunset Cinema Presented by _____ (Company Name)
- Corporate size (10' x 10') tented area with tables and chairs in a prominent location
- Company Banner displayed on outdoor movie screen
- Logo on City website where event is advertised
- Logo Recognition on Promotional Flyers
- Name Recognition during announcements during the event
- Company name included in media coverage and City press releases

Fall Festival and Taste of Falls Church

Over 7,000 residents and visitors celebrate the arrival of fall in Falls Church at our Fall Festival and Taste of Falls Church. This annual event includes pony rides and a children’s tent full of activities for young attendees. Local restaurants display samples of their cuisine that the crowd can purchase with “Taste” tickets. Over 90 crafters, businesses and civic groups set up booths with live music and amusement rides adding to the picture perfect day in Cherry Hill Park.



Presenting Sponsor - \$5,000

- Exclusive presenting festival rights. Example - Name Incorporated Into Event Name: City of Falls Church Fall Festival and Taste of Falls Church Presented by _____ (Company Name)
- Corporate size (20' x 10') tented area with tables and chairs in a prominent location
- Company Banner displayed on main entertainment stage
- Logo on City website where event is advertised
- Logo Recognition on:
 - Event Banners
 - Promotional Flyers
 - Falls Church News-Press Advertisement
 - Event T-Shirts (sold at event and worn by event staff and volunteers)
- Name Recognition during announcements on-site and following the event
- Company name included in media coverage and City press releases
- Introduction and recognition by Emcee on stage and opportunity to address attendees from stage
- Twenty Complimentary Taste Tickets and five Commemorative T-shirts
- Opportunity to Purchase Additional Taste Books and T-Shirts at discounted rate

Entertainment Sponsor- \$3,000

- Official and exclusive designation of the Fall Festival and Taste of Falls Church entertainment sponsor.
- Corporate size (10' x 10') tented area with tables and chairs in a prominent location.
- Company Banner displayed on entertainment stage
- Logo on City Website where event is advertised
- Logo recognition on promotional flyers
- Name recognition during announcements during the event
- Company name included in media coverage and City press release

Children's Tent Sponsor - \$3,000

- Official and Exclusive designation as the City of Falls Church Fall Festival and Taste of Falls Church Children's Tent Sponsor
- Banner space on and in Children's Tent for company banner(s)
- Corporate size (10'x 10') Tented Area with tables and chairs in a prominent location in the main festival
- Logo Recognition on:
 - Event Banners
 - Promotional Flyers
 - Falls Church News-Press Advertisement
 - Event T-Shirts (sold at event and worn by event staff and volunteers)
- Company name listed as the Children's Tent sponsor on City website where event is advertised
- Company name included as Children's tent sponsor in media coverage and in City press releases
- Name Recognition during announcements on-site and following the event
- Fifteen Complimentary Taste Tickets and three Commemorative T-shirts
- Opportunity to purchase additional Taste Books and T-Shirts at discounted rate



Sponsor - \$2,500

- Official Designation as a Sponsor of the City of Falls Church Fall Festival and Taste of Falls Church
- Corporate size (10' x 10') Tented Area with tables and chairs in a prominent location
- Company name listed as a Sponsor on City website where event is advertised
- Logo Recognition on:
 - Event Banners
 - Promotional Flyers
 - Falls Church News-Press Advertisement
 - Event T-Shirts (sold at event and worn by event staff and volunteers)
- Name Recognition during announcements on-site and following the event
- Fifteen Complimentary Taste Tickets and three Commemorative T-shirts
- Opportunity to purchase additional Taste Books and T-Shirts at discounted rate

Supporter - \$1,000

- Official Designation as a Supporter of the City of Falls Church Fall Festival and Taste of Falls Church
- 10' x 10' booth space with tables and chairs in a prominent location (Tent provided for an additional \$175)
- Company name listed as a Supporter on the City’s website where event is advertised
- Name Recognition on two of the following:
 - Event Banners
 - Promotional Flyers
 - Falls Church News-Press Advertisement
 - Event T-Shirts (sold at event and worn by event staff and volunteers)
- Ten Complimentary Taste Tickets and two Commemorative T-shirts
- Opportunity to purchase additional Taste Books and T-Shirts at discounted rate

Falls Church Farm Day

Farm Day is a popular Falls Church autumn event with over 2,000 people attending the festivities. The event takes place in Cherry Hill Park and offers families the opportunity to step back into the past and experience life in 19th century rural Virginia. Some of the activities include corn shelling and grinding in the original 1856 barn, blacksmithing and beekeeping demonstrations, horse drawn hayrides, pony rides and a petting farm. Children also enjoy painting pumpkins and making scarecrows.



Presenting Sponsor - \$2,500

- Exclusive presenting event rights. Example - Name Incorporated Into Event Name: City of Falls Church Fall Annual Farm Day Presented by _____ (Company Name)
- Corporate size (20' x 10') tented area with tables and chairs in a prominent location
- Company Banner displayed on both Cherry Hill Barn and Cherry Hill Park Pavilion during event
- Logo on City website where event is advertised
- Logo Recognition on Promotional Flyers
- Company name included in media coverage and City press releases
- Twenty complimentary tickets to Farm Day activities



Activity Sponsor - \$800

- Official Designation as a Sponsor of the Annual City of Falls Church Farm Day
- Exclusive sponsor for one of our Farm Day activities, including Hayrides, Petting Farm, Pumpkin Painting, Scarecrow Making or the Musical Entertainment
- 10' x 10' booth space with tables and chairs located in a prominent location
- Company signage at sponsored activity. Example - Hayrides brought to you by _____ (Company Name)
- Company name on City website where event is advertised
- Name Recognition on promotional flyers for the event
- Twenty complimentary tickets to Farm Day activities

Holiday Gift & Craft Show

Over 50 crafters fill both levels of the Falls Church Community Center with their handmade goods. Approximately 1-2,000 shoppers attend throughout the two day show. Various holiday themed children’s activities are offered attracting many young shoppers and their parents.

Presenting Sponsor - \$3,000

- Exclusive presenting event rights. Example - Name Incorporated Into Event Name: City of Falls Church Fall Holiday Gift & Craft Show Presented by _____ (Company Name)
- Information/product booth space with tables and chairs in a prominent location of the event for both days of the show
- Company Banner displayed during both days of the event
- Logo on City website where event is advertised
- Advertisement in the Holiday Gift & Craft Show event program distributed to all customers attending the show
- Logo Recognition on:
 - Promotional Flyers
 - Promotional Postcards
 - Falls Church News-Press Advertisements
- Company name included in media coverage and City press releases
- Ten complimentary tickets to the event

Sponsor - \$2,000

- Official Designation as a Sponsor of the City of Falls Church Holiday Gift & Craft Show

Halloween Carnival

Held each year on the Saturday night prior to Halloween, the Falls Church Community Center is transformed into a Halloween Carnival to entertain guests of all ages. Attendees can play Carnival games that fill the gym, win candy and prizes, jump in the moon bounce, brave the Haunted House, or marvel at the Creepy Creature show.

Presenting Sponsor - \$5,000

- Exclusive presenting event rights. Example - Name Incorporated Into Event Name: City of Falls Church Halloween Carnival Presented by _____ (Company Name)
- Company Banner displayed on the front of the Falls Church Community Center where all event attendees enter and inside Gymnasium where Carnival Games take place

- Information/product booth with tables and chairs during both days of the event
- Logo included in the Holiday Gift & Craft Show event program distributed to all customers attending the show
- Logo Recognition on:
 - Promotional Flyers
 - Promotional Postcards
 - Falls Church News-Press Advertisement
- Company name listed as a Sponsor on City website where event is advertised
- Five complimentary tickets to the event

Supporter - \$1,000

- Official Designation as a Supporter of the City of Falls Church Holiday Gift & Craft Show
- Information/product booth with tables and chairs during both days of the event
- Company name listed in the Holiday Gift & Craft Show event program distributed to all customers attending the show
- Company name listed as a Supporter on the City’s website where event is advertised
- Name Recognition on:
 - Promotional Flyers
 - Promotional Postcards
 - Falls Church News-Press Advertisement
- Two complimentary tickets to the event

- Product booth on site to distribute company promotional items and information
- Company Banner or Company signage displayed in all activity rooms (Craft Room, Live Creepy Creatures Show, Spooky Storytelling and Haunted House)
- Logo on City website where event is advertised
- Logo Recognition on all promotional flyers and directional signs day of the event
- Company name included in media coverage and City press releases
- Name Recognition during announcements on-site

Carnival Games Sponsor - \$3,500

- Official designation as the City of Falls Church Halloween Carnival Games Sponsor
- Company Banners displayed inside Gymnasium where all Carnival Games take place
- Logo on City website where event is advertised
- Logo Recognition on all promotional flyers
- Opportunity to distribute company “give-away” items at all the Carnival games
- Company name included in media coverage and City press releases
- Name Recognition during announcements on-site

Activity Sponsor - \$500

- Official designation as a sponsor of one of our Halloween Carnival activities (Example – Live Creepy Creature Show, Craft Room, Haunted House)
- Company Banner displayed in or outside of room where activity is held
- Company name on City website where event is advertised
- Company name listed on all promotional flyers
- Company name listed on signage for that activity
- Opportunity to distribute company “give-away” items in activity room
- Name Recognition during announcements on-site

